

next week

Introduction to Experience Design

VIRTUAL ENVIRONMENTS—Final Portfolio

This portfolio is designed to demonstrate your ability to integrate your knowledge of Experience Design research, design and management in creating a virtual themed environment. For this project you may choose any NON-PROFIT or FOR-PROFIT themed environment (such as a hotel, restaurant, theme park, attraction, event, museum, library, zoo, aquarium, etc.) Your budget is limitless (!) but you must use existing technology and you may not duplicate any actual institution.

Section One: This section is a brief (1-2 paragraph) description which includes the name of your institution, a well-defined mission statement and any specific goals. This should be presented as a “pitch” to a Board of Trustees, so be sure your justification is clear.

Section Two: This section identifies the Experience Design components that you will be using (interactives, immersion, animatronics, projections, role-playing, details of the environment, etc.) and how they will help in meeting your mission and goals.

Section Three: This section identifies your location and your target demographic as well as at least one “reach” demographic. Explain how your features align with the demographics and the location. (*Remember that you do not have to be in Indiana or the Midwest.)

Section Four: This section includes marketing materials you have designed. You may include a press release, tickets, brochures, a social media marketing plan, etc.) Be sure to be as detailed and “real” as possible.

Section Five: This includes your compiled research on both content and methodologies. For example, if you are doing a Steampunk restaurant I would expect to see research on the Victorian era as well as the Steampunk movement, examples of the design features connected with Steampunk, research on restaurant design, menus, etc. Use a variety of sources, and extract the information you would actually be using.

Section Six: This is a 1-2 page reflection paper on 1) how your project illustrates current applications and best practices in Experience Design, and 2) what you learned about Experience Design through this project.

Section Seven: Bibliography/works cited.

Section Eight: This is a visual representation of your project. It can be done in a variety of different media, but it must convey a good sense of what your virtual environment would be like. You may include blueprints, 3D computer graphics (Google Sketch-up or similar programs), a physical scale model, drawing, detailed photo collage, etc. You are being assessed not on your artistic ability but on your skill in conveying the design to others.